

Transportation Demand Management (TDM) & Mobility Plan

Clean Air
Council
December 15, 2021



Peter Bilton

North Jersey Transportation Planning Authority

NJTPA Region

Bergen

Essex

Hudson

Hunterdon

Jersey City

Middlesex

Monmouth

Morris

Newark

Ocean

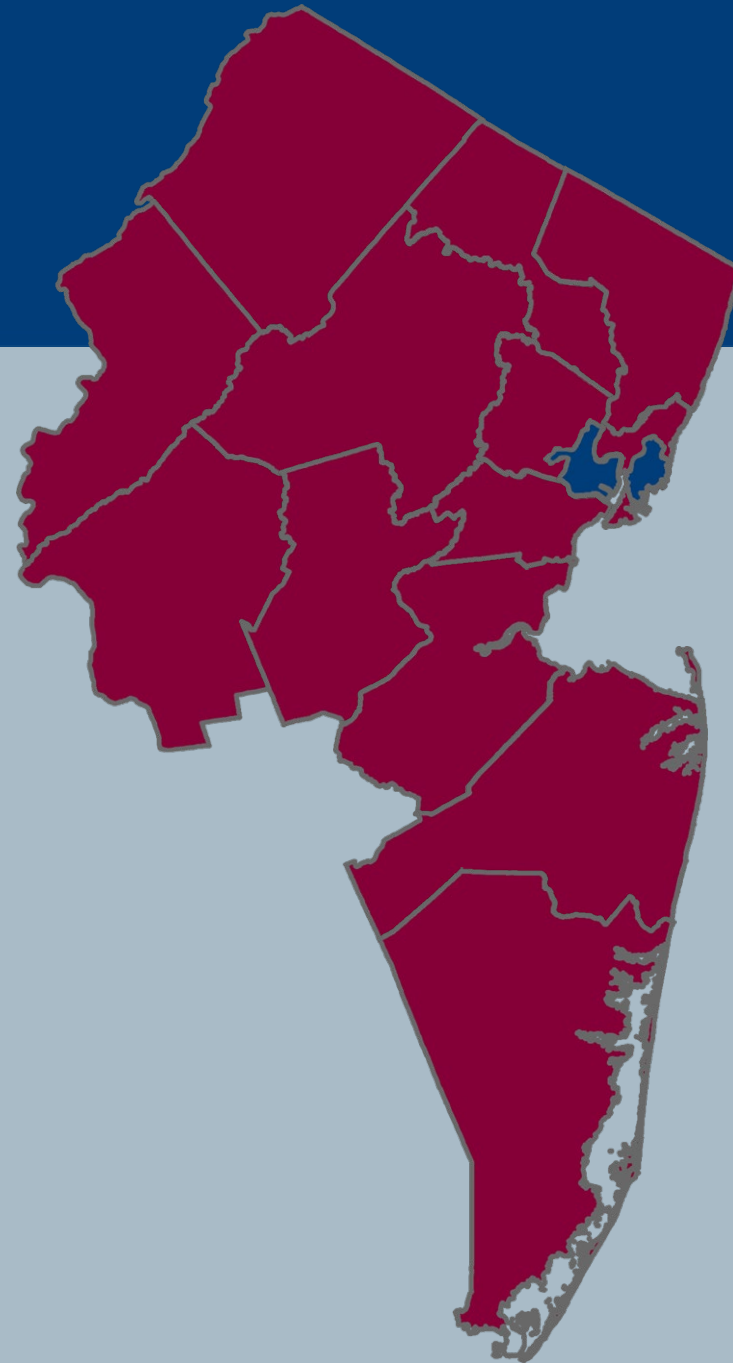
Passaic

Somerset

Sussex

Union

Warren



North Jersey Transportation Planning Authority

The Metropolitan Planning Organization for Northern New Jersey



STANDING COMMITTEES

Planning & Economic Development Committee

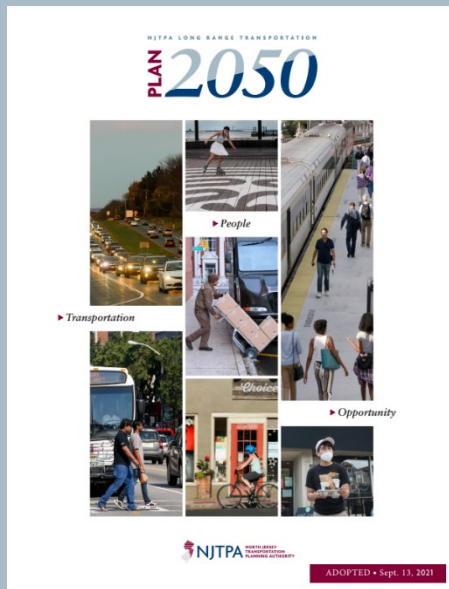
Project Prioritization Committee

Freight Initiatives Committee

Regional Transportation Advisory Committee

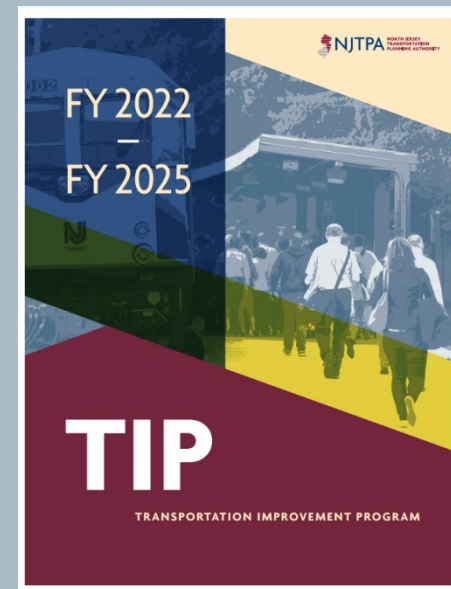
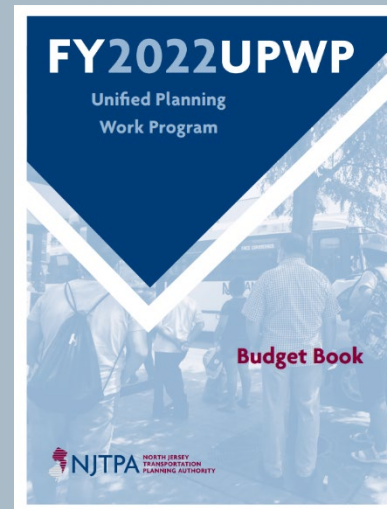


Key Products



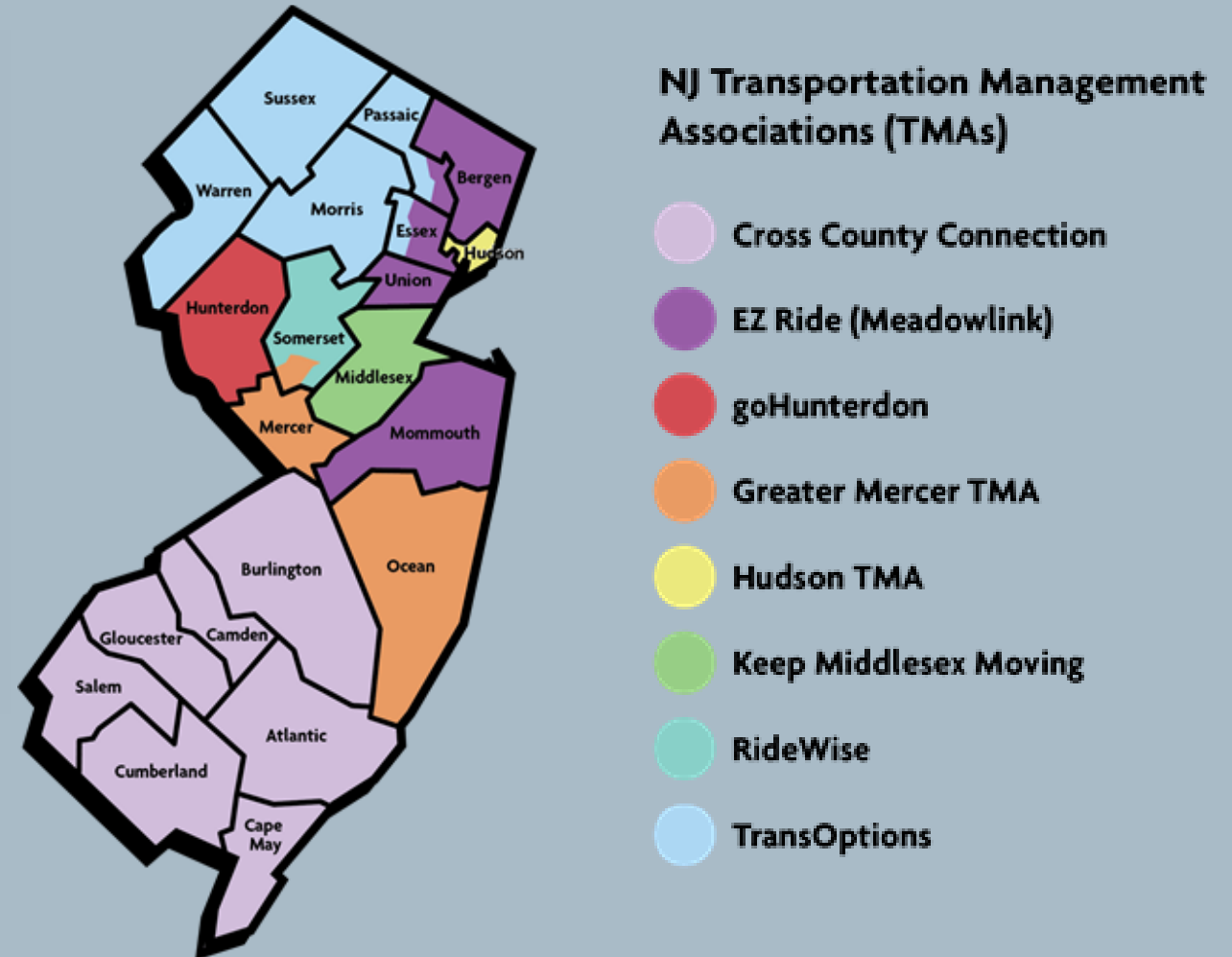
**Long Range
Transportation
Plan (LRTP)**
*Updated every four
years*

Planning

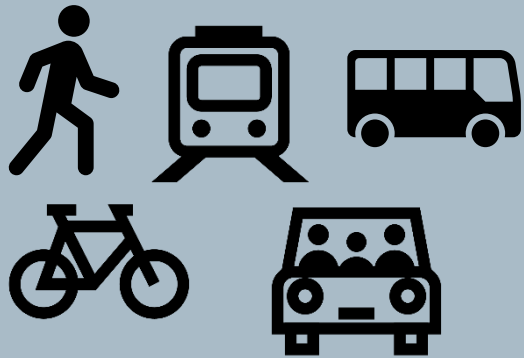


**Transportation
Improvement
Program (TIP)**
*Updated every
other year*

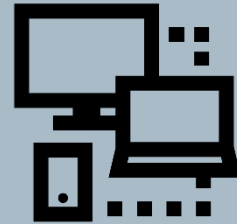
Transportation Management Associations (TMAs)



Transportation Demand Management



Expand travel
choices beyond
driving alone



Help travelers
avoid
unnecessary
trips



Shift travel to less
congested times or
routes

Linking TDM to Mobility



New and
different forms of
transportation



Enhancing
access and
improving
quality of life



New expectations

TDM & Mobility Plan Objectives

- Address regional TDM and mobility policies and strategies
- Increase traveler choices
- Help people meet their travel needs
- Minimize the air quality, congestion, and delay impacts of single-occupant vehicle (SOV) travel



Background Research

- North Jersey TDM plans, policies, and programs
- National state of the practice case studies
- Current research
- Performance evaluation
- National expert interviews
- Local stakeholder meetings



Travel Trends Analysis

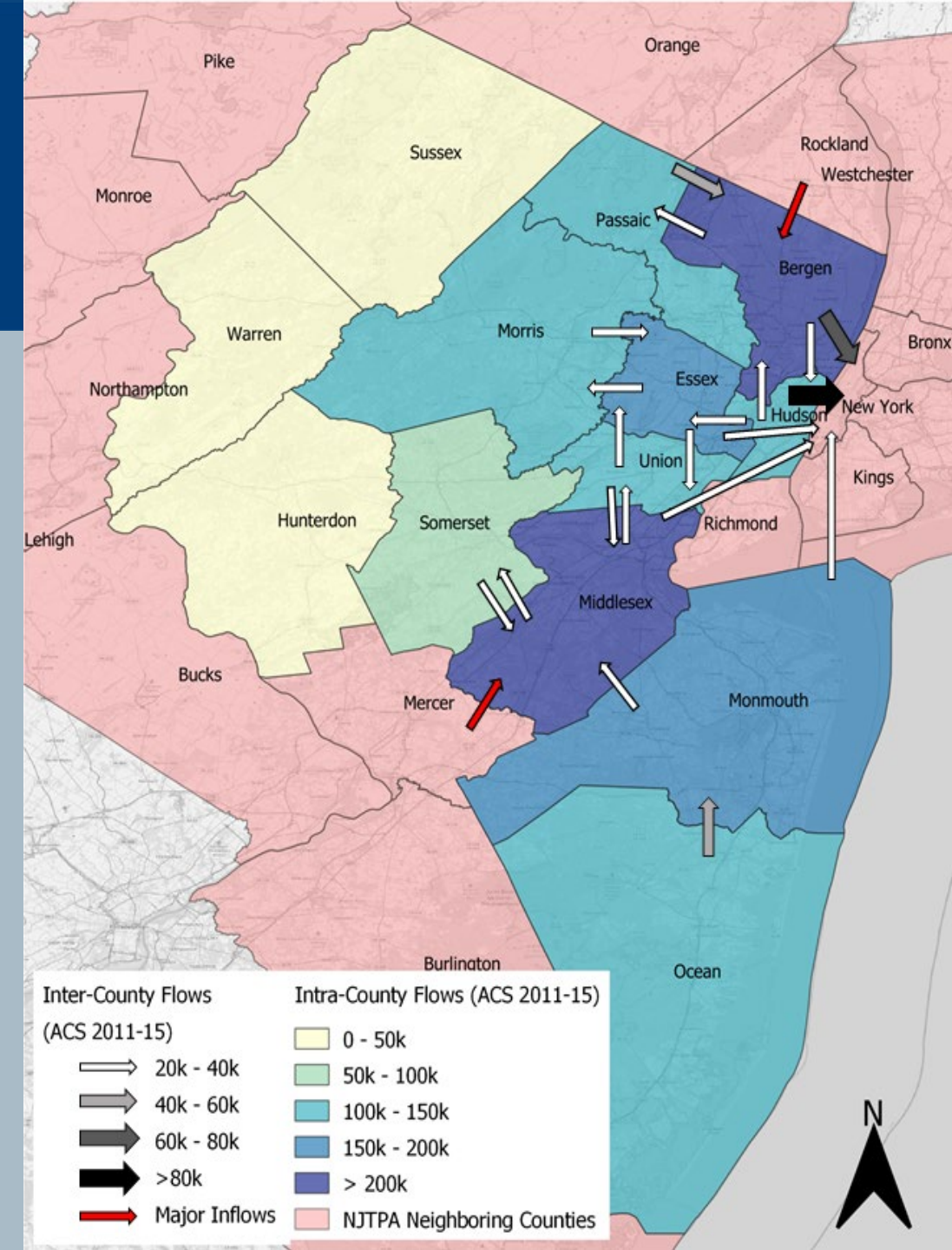
- Regional commuting patterns
- Regional growth forecasts
- Household travel patterns
- Commute mode share
- Travel time to work
- Non-commute travel
- Roadway characteristics
- Transit characteristics
- Alternative transportation programs
- TDM propensity analysis
- Transit propensity analysis
- Potential impacts of COVID-19 on travel behavior

Commute Patterns

Commute Origin County	Commute Destination County					Total Commuters
	Origin County	Rest of NJTPA	NYC	Rest of NJ	Other	
Bergen	250,040	94,038	86,749	1,082	18,091	450,000
Essex	179,588	120,255	43,399	1,836	4,471	349,549
Hudson	145,753	82,827	98,250	979	4,672	332,481
Hunterdon	29,466	25,766	1,720	4,267	3,150	64,369
Middlesex	212,651	118,313	39,206	18,766	5,480	394,416
Monmouth	184,920	71,107	29,758	10,231	4,951	300,967
Morris	146,337	84,972	16,134	1,110	4,249	252,802
Ocean	146,107	66,575	5,747	17,726	3,763	239,918
Passaic	104,792	101,489	13,839	657	4,480	225,257
Somerset	77,222	69,030	8,952	8,857	3,151	167,212
Sussex	32,414	35,905	2,392	136	3,112	73,959
Union	119,361	111,615	25,427	1,840	3,045	261,288
Warren	21,965	25,242	884	611	3,643	52,345
Grand Total	1,650,616	1,007,134	372,457	68,098	66,258	3,164,563
Percentage	52.2%	31.8%	11.8%	2.2%	2.1%	100.0%

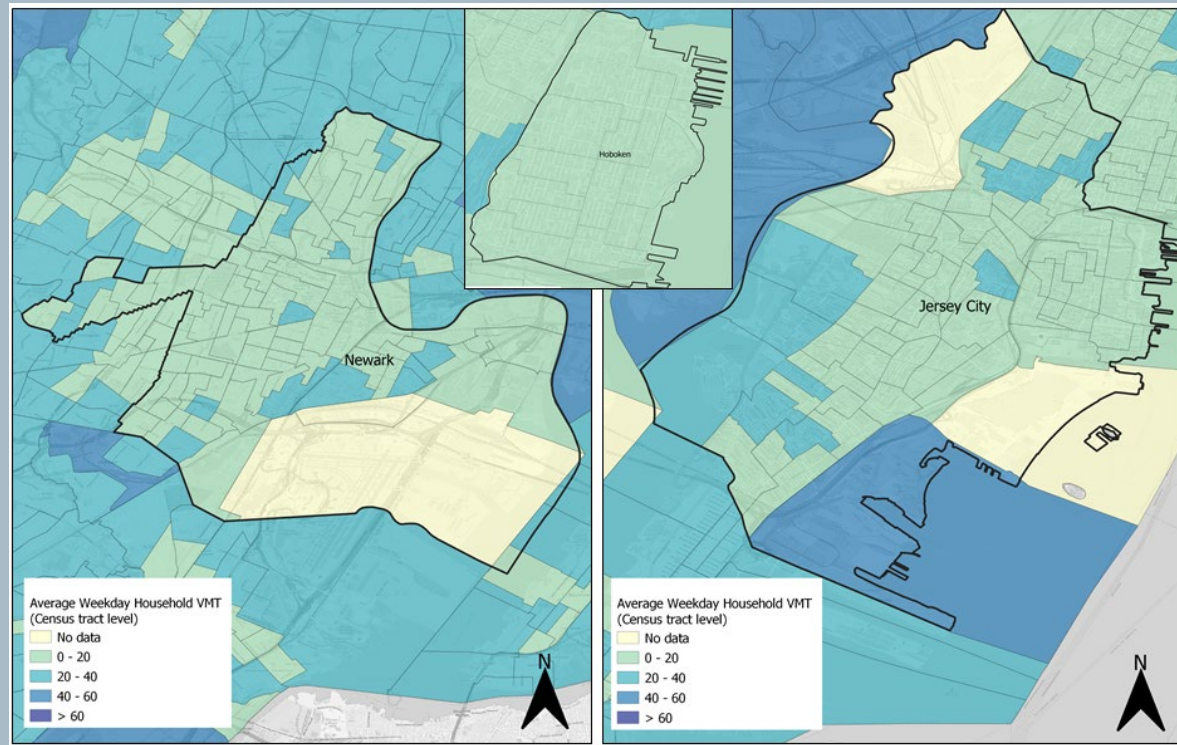


Source: 2011-2015 5-year ACS Commuting Flow

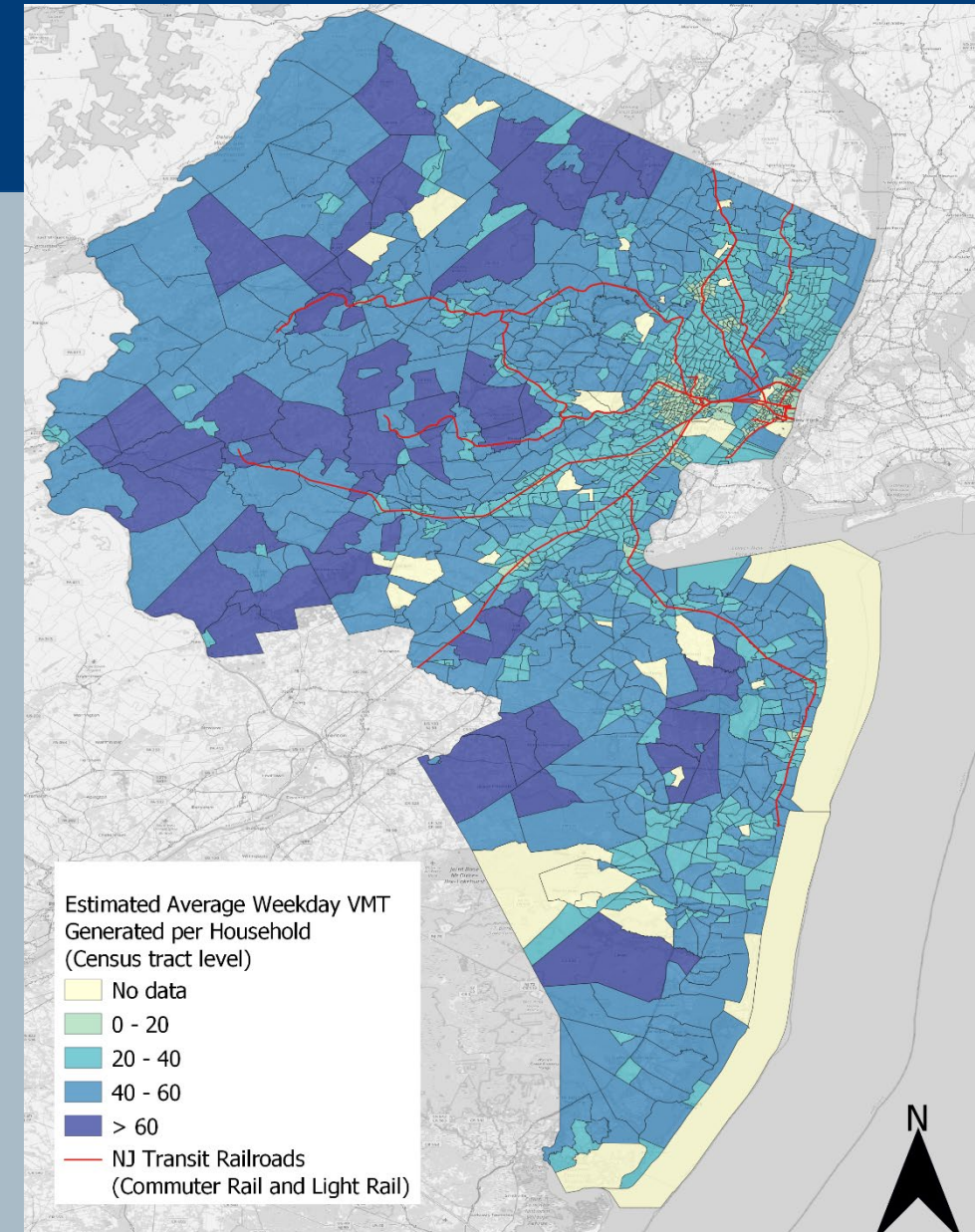


Household Travel Patterns

Estimated Average Weekday VMT Generated Per Household



Source: 2017 BTS LATCH Data



Alternative Transportation Programs

- Bikeshare Programs
 - Programs in Jersey City, Hoboken, Plainfield and Asbury Park
- Micromobility Programs
 - Pilot programs in Hoboken, Asbury Park, and Elizabeth
- TNC-Based Programs
 - Summit NJ Project, Essex County Supplemental Paratransit, Jersey City On-Demand Public Bus Service.



Strategy Selection Criteria

- VMT Reduction Potential
 - Low
 - Medium
 - High
 - Unknown
- Equity
 - Broad equity benefit
 - Equity benefit to specific population or geography
 - No equity benefit
- Access
 - Geographic coverage increase
 - Service frequency increase
 - Tourist destination connections
 - Reduces barriers
 - No increase in access
- Feasibility
 - Minor barriers
 - Some barriers
 - Major barriers

Implementation Briefs

- Institutionalize Complete Streets Policies
- Local Land Use and Transportation Policy
- Support for Telework/Teleservices
- Mobility on Demand (MOD)
- First/Last Mile Solutions
- Evaluate Rideshare Matching Service Options



Institutionalize Complete Streets

- **What:** A cohesive regional strategy to institutionalize complete streets
- **Why:** While complete streets policies are widespread, barriers to implementation remain
- **Leads:** NJDOT Office of Bicycle and Pedestrian Planning – NJDOT Complete Streets Task Force, NJTPA, TMAs
- **Resources:** Staff time of partners



Institutionalize Complete Streets

Potential Actions

1. Review Laws, Policies, and Guidance Documents
2. Support Improved Complete Streets Policies
3. Evaluate Local Complete Streets Implementation
4. Provide or Expand Technical Assistance for Planning
5. Evaluate the Need to Revise Project Scoring to Align with Complete Streets



Local Land Use and Transportation Policy

What: Evaluation of existing regional policy and planning framework to identify opportunities for coordination & assistance

Why: Manage travel demand at its primary source (land use)

Leads: NJTPA, Office of Planning Advocacy, NJ Chapter of the American Planning Association

Resources: Staff time of partners; funding



Local Land Use and Transportation Policy



Potential Actions:

1. Collaborate with State and Regional Partners on Communications
2. Conduct Evaluation of State Law and Policy, as well as Local Practices
3. Enhance Existing NJTPA Technical Assistance Programs
4. Amend NJTPA Project Prioritization Criteria
5. Develop Model or Guide for Local Transportation Plans
6. Support an Amendment to Municipal Land Use Law (MLUL)

Support for Telework and Teleservices

What: Offer funding and guidance to municipalities and other organizations to support telework and teleservices.

Why: Capitalize on progress resulting from the current pandemic and help alleviate transportation barriers.

Leads: NJTPA, TMAs, NJEDA

Resources: Staff time of partners, consultant support, and funding.



Support for Telework and Teleservices

Potential Actions:

1. Evaluate Broadband Internet Needs of Households and Approaches to Improve Access
2. Support Telework Opportunities at State and Other Government Agencies
3. Investigate Opportunities to Support Telework Through Business Incentives
4. Evaluate Outreach Strategies to Support Telework and Teleservices



Mobility on Demand (MOD)

What: Plan for a digital platform integrating transportation services through public/private partnerships.

Why: Alternatives to SOV trips are easier to find, pay for, and use.

Leads: NJTPA, NJ TRANSIT and other public transit providers, private transit providers, state and local authorities, Regional MOD Taskforce

Resources: Staff time of partners



Mobility on Demand (MOD)

Potential Actions:

1. Build a Regional MOD Taskforce and Vision
2. Identify Gaps in Transportation Services and Regional Needs
3. Develop a Concept of Operations
4. Identify Potential Pilot Areas and Public-Private Partnerships
5. Participate in Grant Submission



First/Last Mile Solutions

What: Transportation solutions that focus on the first and last mile of trips, connecting transit to destinations.

Why: There are opportunities to improve connections, reduce VMT by enabling transit use, improve job access, improve safety, and decrease parking demand.

Leads: NJTPA, NJDOT, NJTRANSIT, TMAs, municipal/county level partners

Resources: Staff time of partners



First/Last Mile Solutions

Potential Actions:

1. Identify Priority Areas for Public Investment in First/Last Mile Solutions
2. Identify Gaps in Bike and Pedestrian Infrastructure
3. Identify Performance Measures for First/Last Mile Solutions
4. Develop Incentives for Private Sector Investment in First/Last Services



Explore Rideshare Matching Service Options

What: Enhancements could include real-time matching, single trips, and multi-modal services.

Why: High potential for VMT reduction and ability to provide low or no-cost transportation options

Leads: NJTPA, TMAs

Resources: Staff time of partners



Explore Rideshare Matching Service Options

Potential Actions:

1. Establish Objectives that a Rideshare Matching Service Would Support
2. Establish Performance Metrics and Procedures
3. Explore Detailed Features, Functionality, and Costs for Procuring an Enhanced Customized Off the Shelf System
4. Explore a Shared-Use Partnership with Another Public Agency



Next Steps and Implementation

NJTPA is already taking steps to advance the TDM & Mobility Plan priority strategies, including:

- **Institutionalize Complete Streets:** Continue Complete Streets Technical Assistance
- **First/Last Mile Solutions:** Outline a first/last mile grant program
- **First/Last Mile Solutions:** Develop a Regional Active Transportation Plan



Thank You

Defining the Vision. Shaping the Future.



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